



RILEY RESEARCH ASSOCIATES
Research for Marketing, Public Relations, and Planning

CONSUMER SURVEY

REPORT SUMMARY

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Riley Research Associates

RESEARCH | INSIGHT | KNOWLEDGE

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APPENDIX: Questionnaire



EXECUTIVE OVERVIEW & CONCLUSIONS

Unaided Question: Features of Importance

When asked - in an unaided fashion - which features, factors, or considerations were most important when considering whether to purchase a knife or multi-tool (Q1), respondents most frequently mentioned aspects such as cost, ease of use, size, and the tools provided on the multi-tool.

Respondents were then asked to name any terms with which they were familiar, that characterize types or ratings of stainless steel, as it applies to knives and multi-tools (Q2).

Nearly two-thirds of respondents (64%) were unable to name any specific stainless steel term or rating, saying they were “unfamiliar” or “did not know”. An additional 34% mentioned some feature, though did not use any terms specific to stainless steel ratings. Just 3% cited a 440 rating or named the Rockwell scale.

Conclusion: Many features are important when purchasing knives or multi-tools. While features such as durability were mentioned, the vast majority of consumers (97%¹) were unable to mention any specific type of stainless steel or hardness rating when describing the features important to them, in terms of their purchasing decisions. This indicates that the vast majority of consumers purchasing knives or multi-tools are not likely to be influenced by stainless steel or hardness ratings when making purchasing decisions.

Aided Questions: Stainless Steel Ratings

When asked in an aided fashion about their familiarity with stainless steel ratings, the vast majority of respondents were unfamiliar (Q3-5). Just 26% were familiar with the 440C stainless steel designation, and 24% were familiar with the 420 stainless steel designation.

✓ As a control question, we asked consumers’ familiarity with the fictitious rating of “190X”. Some 17% indicated they were familiar with this (red herring) rating, further demonstrating consumers’ lack of familiarity with specific stainless steel ratings.

Just 17% of consumers answered that the particular ratings of stainless influence their purchase decision (Q6). Of the remaining respondents, 11% said it “has little or no influence” on their decision; 3% were “unsure” of the influence, and the majority (68%) was “unfamiliar” with the rating.

Those respondents who said they were familiar with the ratings (only 32%), were asked to rate the importance of the ratings on a five-point scale where ‘1’ was ‘not at all important’ and ‘5’ was ‘very important’ (Q7-10). The mean level of Importance was moderate for each of the designations. A table showing the consumer responses to this question appears on the following page.

¹ Due to rounding, not all responses add to 100%, but each table is representative of one response from each respondent.



EXECUTIVE OVERVIEW & CONCLUSIONS (CONTINUED)

Stainless Steel Ratings (Continued)

How important is it ...	Mean Rating
That the product is made from 420 stainless steel	3.37
That the product is made from 440C stainless steel	3.58
That the product is made from 440B stainless steel	3.30
That the product is made from 190X stainless steel	2.92

☞ Respondents were asked the impact the stainless steel ratings would have in their decision to purchase one product over the other:

- ✓ 440B product versus 440C product: 7% were more likely to purchase the 440B product while 7% were more likely to purchase the 440C product (Q11). The remaining 86% said that neither would have an impact, were unsure, or were unfamiliar with the ratings.
- ✓ 420 product versus 440C product: 5% were more likely to purchase the 420 product while 12% were more likely to purchase the 440C product (Q12). The remaining 83% said neither would have an impact, were unsure, or unfamiliar with the ratings.

Conclusion: More than eight of ten consumers indicated they have little or no knowledge or familiarity with these stainless steel ratings. Further, even those consumers who have some knowledge or familiarity with the relevant stainless steel ratings do not have a good understanding of the differences or distinctions between these ratings. Thus, for the vast majority of consumers, the stainless steel ratings referenced in the survey have little to no influence on purchasing decisions.

Aided Questions: Hardness Ratings

- ☞ When asked their level of familiarity with the Rockwell C (HRC) scale (Q13), a majority of consumers (68%) indicated they were unfamiliar; just 32% indicated some familiarity.
- ☞ In regards to the influence Rockwell ratings have on purchasing decisions, just 18% indicated a knife's hardness as measured on the HRC scale "greatly influences" their decision (Q14). Of the remaining respondents, 8% said it "has little or no influence" on their decision; 7% were "unsure" of the influence, and the majority were "unfamiliar" (68%).
- ☞ Those consumers who indicated they were aware of the Rockwell ratings (only 32%) were asked to rate the importance of two HRC ratings on a five-point scale where '1' was 'not at all important' and '5' was 'very important' (Q15-16). Mean importance ratings were moderate for both values. A table showing the consumer responses to this question appears on the following page.



EXECUTIVE OVERVIEW & CONCLUSIONS (CONTINUED)

Aided Questions: Hardness Ratings (Continued)

How important is it ...	Mean Rating
That the knife blade has a hardness rating of between 57 to 59	3.68
That the knife blade has a hardness rating of between 8 to 11	3.19

Those consumers who indicated they were aware of the Rockwell ratings were asked to indicate their preference for a 57 to 59 HRC rated product versus an 8 to 11 HRC rated product. (Q17)

- ✓ Some 13% said they were more likely to purchase the 57 to 59 HRC product, while 6% said they were more likely to purchase the 8 to 11 HRC product. The remaining 86% said neither would have an impact, were unsure, or unfamiliar with the ratings.

Conclusion: The vast majority of consumers have little knowledge or familiarity with the Rockwell C scale. Further, even those consumers who have some knowledge or familiarity with the Rockwell C scale do not have a good understanding of the hardness ratings associated with the scale. Thus, for the vast majority of consumers, the Rockwell C hardness scale and the associated hardness ratings referenced in the survey have little to no influence on purchasing decisions.



OVERVIEW

Riley Research Associates (“RRA”) was asked by Coast Cutlery Co. to conduct and report the findings of a nationwide (United States) survey of qualified consumers.

Primary goals of the survey were to identify factors consumers most value when determining which knife and/or multi-tool products to purchase; determine current levels of awareness for stainless steel and hardness ratings; and assess the impact of specific stainless steel and hardness ratings on consumer purchasing decisions.



METHODOLOGY & ANALYSIS

RRA contracted with an online survey partner (Global Market Insite/GMI) to produce a representative sample of qualified consumers. This blind, online survey targeted a panel of consumers who had previously expressed an interest in outdoor and/or sporting activities.

Respondents were considered qualified to participate if they indicated they had purchased either a sport/outdoor knife or multi-purpose tool, also known as a multi-tool, in the past two years, and/or were likely to purchase one in the next twelve months.

The survey invitation was distributed to 1,643 consumers who had indicated an interest in outdoor and/or sporting activities. Of those, a total of 400 consumers, based on their purchase history and/or intentions were qualified to complete the survey. Respondent incidence and details follows:

Total Click-Through	1,643	Participation Rate	96%
Partial Completes	70	Incidence	26%
Terminates	1,171	Completion Time (average)	5:53
Over Quota	2	Completion Time (median)	3:45
Qualified Completes	400		

We believe the online survey produced a well-qualified sample, representative of likely purchasers of sporting knives and/or multi-tools. The survey universe was designed to incorporate those consumers who had previously expressed an interest in outdoor and/or sporting activities. By surveying consumers who had purchased knives or multi-tools in the past two years and also those who were likely to purchase such a product in the next twelve months, the survey properly accounted for both past and future purchasers of knife and multi-tool products.

The survey sample is also projectable. A survey sample of 400 respondents is generally considered accurate to within a margin of error of +/- 4.9%, at a 95% level of confidence. We believe if this study was replicated, we would expect to find the same results, to within 4.9%, 19 times out of 20.



METHODOLOGY & ANALYSIS (CONTINUED)

A variety of question types were used in this survey, including open-ended (verbatim) response questions, closed-ended single-response questions, and rating questions. Control questions were used in order to determine whether consumers truly had an opinion on the matter or were simply guessing. Open-ended questions responses were aggregated in order to categorize respondents' answers. The full list of the verbatim responses received is included in this report. The questions that provide a mean answer were calculated by multiplying the number of responses for each numerical value times that numerical value, then dividing the sum of those numbers by the number of those responding.



ABOUT OUR FIRM

Michael J. Riley founded Riley Research Associates in 1989 and has nearly 30 years of research experience. As a full-service firm, Riley Research Associates (RRA) serves a wide variety of industries, specializing in telephone and Internet-based survey methods.

Michael J. Riley, the president and research director, provides research, communications consulting, and expert testimony. He is an accredited public relations research practitioner (APR), as certified by the Public Relations Society of America, has a Professional Researcher Certification (PRC) from the Market Research Association, and serves on numerous business and civic boards.

Riley Research Associates adheres to the highest national standards for research ethics and integrity in data collection and reporting. This includes, but is not limited to, the code of ethics of the American Marketing Association (AMA).



RESULTS: UNAIDED IMPORTANCE AND KNOWLEDGE

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other information sources.

What features, factors or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Unaided question)

The open-ended responses were grouped into like categories, where applicable; in order to better quantify features, factors, or considerations mentioned by respondents. The full list of open-ended responses can be found on page 14. Responses have been categorized by like response and edited for spelling.

Q2. As you may know, many knives and multi-tools are made from stainless steel. Stainless steel is generally categorized by type or rating. What terms are you familiar with that characterize types or ratings of stainless steel? (Unaided question)

The open-ended responses were grouped into like categories, where applicable; in order to better quantify the understanding and familiarity respondents have with stainless steel ratings. The full list of open-ended responses can be found on page 25. Responses have been categorized by like response and edited for spelling.

	<u>Total</u> ²
Total Participants	400
Specific mention of stainless steel ratings	3%
Miscellaneous responses	34
Don't know / Unfamiliar / None	64

² Due to rounding, not all responses add to 100%, but each table is representative of one response from each respondent.



RESULTS: STAINLESS STEEL RATINGS

Q3-5. Please indicate your familiarity with the following types or ratings of stainless steel:

	Familiar	Somewhat familiar	Not familiar
Total Participants = 400			
Q3. 440C stainless steel	8%	18%	74%
Q4. 420 stainless steel	6	18	76
Q5. 190X stainless steel ³	5	12	84

Q6. In general, would you say that the particular type or rating of stainless steel used in a knife or multi-tool: (Aided)

	Total
Total Participants	400
Greatly influences your purchasing decision to purchase the particular knife or multi-tool	17%
Has little to no influence over your decision (i.e., other factors such as price, brand name, or other features would have more influence on your purchasing decision)	11
Don't Know or am Not Sure of the influence	3
Not familiar with rating scales /Not applicable	68

³ The rating of "190X" was included as a control (Red Herring) question to measure actual knowledge vs. perceived knowledge on stainless steel ratings. Such a rating does not exist to describe stainless steel.

Q7-10. On a 1-5 scale, where “5” means “Very important” and “1” means “not at all important,” please rate the importance of the following factors in connection with your prospective purchase of a knife or multi-tool. If you are not familiar with these terms, please answer as such. (Q7-Q10 were asked only of those familiar with the 420 and/or 440C rating in Q3-Q4. The mean is based only on responses from those familiar with the ratings. Those unfamiliar were categorized as “Not familiar with Ratings”)

	Mean	Very important		3	Not at all important		DK/Not Familiar	Not familiar w/ Ratings
		5	4		2	1		
Total Participants = 400								
Q7. That the product is made from 420 stainless steel	3.37	4%	7%	10%	3%	2%	7%	68%
Q8. That the product is made from 440C stainless steel	3.58	5	9	11	2	1	5	68
Q9. That the product is made from 440B stainless steel	3.30	3	8	10	4	1	7	68
Q10. That the product is made from 190X stainless steel	2.92	3	3	9	5	2	10	68

Q11. If one knife or multi-tool was made from 440B stainless steel and another was made from 440C stainless steel, what impact would that have on your decision to purchase one product over the other? (Aided)

	<u>Total</u>
Total Participants	400
Don't Know or Not Sure whether it would have an influence or not	8%
More likely to purchase the 440B product	7
More likely to purchase the 440C product	7
It would have little to no influence over your purchasing decision (i.e., other factors such as price, manufacturer, etc. would more greatly influence your purchasing decision)	10
Not familiar with rating scales /Not applicable	68

Q12. If one knife or multi-tool was made from 420 stainless steel and another was made from 440C stainless steel, what impact would that have on your decision to purchase one product over the other? (Aided)

	<u>Total</u>
Total Participants	400
Don't Know or Not Sure whether it would have an influence or not	5%
More likely to purchase the 420 product	5
More likely to purchase the 440C product	12
It would have little to no influence over your purchasing decision (i.e., other factors such as price, manufacturer, etc. would more greatly influence your purchasing decision)	9
Not familiar with rating scales / Not applicable	68



RESULTS: HARDNESS RATINGS

Q13. As you may know, the hardness of materials (including the steel in stainless steel knives and multi-tools) are tested and analyzed pursuant to hardness scales. Are you aware of or have you heard of the Rockwell C scale (abbreviated as “HRC” or “RC”) used for measuring hardness?

	<u>Total</u>
Total Participants	400
Familiar with the Rockwell C scale	8%
Somewhat familiar with the Rockwell C scale	25
Not familiar with the Rockwell C scale	68

Q14. Would you say that a knife’s hardness value as measured on the Rockwell C scale (abbreviated as “HRC” or “RC”) (Aided)

	<u>Total</u>
Total Participants	400
Don't Know or are Not Sure whether it would have an influence or not	7%
Greatly influences your purchasing decision to purchase the particular knife or multi-tool	18
Has little to no influence over your decision (i.e., other factors such as price, brand name, or other features. would have more influence on your purchasing decision)	8
Not familiar with rating scales / Not applicable	68

Q15-16. On a 1-5 scale, where “5” means “very important” and “1” means “not at all important,” please rate the importance of the following factors in connection with your prospective purchase of a knife or multi-tool. If you are not familiar with these terms, please answer as such. (Q15-Q16 were asked only of those familiar with the Rockwell C scale in Q13. The mean is based only on responses from those familiar with the ratings. Those unfamiliar were categorized as “Not familiar with Ratings”)

	Mean	Very important		3	Not at all important		DK/Not Familiar	Not familiar w/ratings
		5	4		2	1		
Total Participants = 400								
Q15. That the knife blade has a hardness value of between 57 to 59 measured in Rockwell C (abbreviated as “HRC” or “RC”)	3.68	7%	6%	9%	2%	0%	9%	68%
Q16. That the knife blade has hardness value of between 8 to 11 measured in Rockwell C (abbreviated as “HRC” or “RC”)	3.19	4	5	8	5	2	9	68

Q17. If the blade of one knife had a hardness value of between 8 to 11 measured on the Rockwell C scale (abbreviated as “HRC” or “RC”) and another had a hardness value of between 57 to 59 measured on that same scale, what impact would that have on your decision to purchase one knife over another? (Aided)

	<u>Total</u>
Total Participants	400
Don't Know or are Not Sure whether it would have an influence or not	8%
More likely to purchase the knife with a hardness value of between 8 to 11 HRC	6
More likely to purchase the knife with a hardness value of between 57 to 59 HRC	13
It would have little to no influence over your purchasing decision (i.e., other factors such as price, manufacturer, etc. would more greatly influence your purchasing decision)	6
Not familiar with rating scales / Not applicable	68



RESULTS: DEMOGRAPHICS

Q18. Please record your gender.

	<u>Total</u>
Total Participants	400
Male	51%
Female	49

Q19. Please record your age (Categorized)

	<u>Total</u>
Total Participants	400
18-34	27%
35-44	13
45-54	22
55-64	27
65+	11
No response	0
Mean age	47

Q20. Please record your state

	<u>Total</u>
Total Participants	400
Alabama	1%
Alaska	1
Arizona	2
Arkansas	2
California	9
Colorado	2
Connecticut	2
Florida	7
Georgia	3
Hawaii	0
Idaho	1
Illinois	4
Indiana	3
Iowa	2
Kansas	1
Kentucky	2
Louisiana	2
Maine	0
Maryland	2
Massachusetts	2
Michigan	4
Minnesota	2
Mississippi	1
Missouri	3
Montana	0
Nebraska	0
Nevada	1
New Hampshire	1
New Jersey	2
New Mexico	1
New York	4
North Carolina	3
Ohio	5
Oklahoma	2
Oregon	2
Pennsylvania	4
Rhode Island	0
South Carolina	3
South Dakota	0
Tennessee	2
Texas	9
Utah	1
Vermont	0
Virginia	1
Washington	3
Wisconsin	3
Wyoming	0



PARTICIPANT QUALIFIERS

S1. Have you purchased either a sport/outdoor knife or multi-purpose tool, also known as a multi-tool, in the past two years?

	<u>Total</u>
Total Participants	400
Yes	57%
No	43

S2. How likely are you to purchase either a sport/outdoor knife or multi-purpose tool, also known as a multi-tool, in the next twelve months?

	<u>Total</u>
Total Participants	400
Very likely (Continue)	20%
Somewhat likely (Continue)	60
Not likely (Discontinue only if answered "No" in S1)	20

S3. Do you or anyone in your household work in the knife or multi-tool industry, the metallurgical industry, or in market research, graphic design or marketing?

	<u>Total</u>
Total Participants	400
No (Continue)	100%
Yes (Discontinue)	0



VERBATIM RESPONSES (CATEGORIZED)

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool?

Materials / Quality

Durability / Durable (35)

Quality (26)

Knife (12)

Strength / Strong (11)

Sturdiness / Sturdy / Sturdy construction (10)

Blade(s) / Blade itself is important thing to me / Blade type (9)

Craftsmanship / Quality of craftsmanship/workmanship (6)

Rustproof / If it will rust / Non-rust (6)

Last long / Longevity (6)

Locking blade / Locking knife blade (5)

Balance (4)

Blade length (4)

Construction / Construction of the tool / Quality construction (4)

Design (4)

Material made of / Material of construction / Material of blade / Material used in manufacturing (4)

Reliability / Reliable (4)

Quality of steel / metals used (4)

Good quality / Good quality tools (3)

Good steel / Grade of steel / How good is the steel (3)

Material(s) (3)

Ability to hold an edge / Blade needs to maintain its edge (2)

High quality metal/steel (2)

Metal quality (2)

Metal used / Metal used to make the blade (2)

Easy to sharpen / Sharpening ease (3)

Made in America / Made in USA (3)

How well it works (2)

How well the knife cuts / Good cut (2)

Quality of blade (2)

Type of metal / Type of metal it's made from (2)

Ability to sharpen the knife

Amount of time that blade holds sharpness

Blade angle

Blade in handle

Blade strength/material

Blades properly lock into position

Carbon steel blade

Construction material

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Materials / Quality (continued)

Cutting blade
 Cutting capacity
 Dependability
 Design of blade on knife
 Durability - the last one I had bent the first time I used the pliers' tool
 Durability of the materials used
 Edge
 Good
 Good blade
 Hardiness of the handle
 Hardness of metal
 Heavy construction
 High quality
 How durable the multi-tool is
 How long it stays sharp / How sharp it stays / Will it stay sharp / Stays sharp (8)
 How reliable it is
 How to sharpen it
 How well the knife or multi-tools are built
 I work as a chef, so a good knife that holds an edge and well balanced
 Keep a good edge, or remain very sharp / Keep a sharp edge / Keeping edge is important (3)
 Knife design (fixed blade, folding blade, etc.)
 Knife/tool is rustproof
 Last several years
 Lasting durability and sharpness
 Life of tool
 Made with U.S. steel; steel made in the U.S.A.; no Chinese steel if I can help it
 Main blade design and utility
 Metals
 Method the handle is fastened to the blade
 Most important would be the quality of the knife or multi-tool
 On a knife, the addition of a no slip service would be helpful
 Precision with which it is sharpened
 Pre-sharpened
 Production quality
 Quality as well as price for what you get
 Quality is more important than price
 Quality materials
 Quality of knife or tool
 Quality of manufacturing and materials
 Shape of knife

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Materials / Quality (continued)

Sharp / Sharpness / Sharp edge / Sharp knife/knives/blades (56)

Size of blade

Stable

Stainless steel

Strength of blade

Strength of the metal

Structure of the blade and the handle grip

Super sharp

Tight construction

Tool must be able to keep its ability to function, i.e.: open, close, flip, etc

Tool to be sharp to use for outdoors like fishing, camping and other outdoor sports I may need tool for

Type of steel

Type of steel of the blade

Way the handle fits my hand and what product it's made from, whether it be plastic, metal, wood, or bone. The sharpness and design of the blade

Weight and the length of the knife and blade

Weight of knife

Weight or balance

Well made

What it is made of

Whether 'switchblade type' or one piece

Whether the blade goes all the way through the handle and is not just attached, edge of blade, riveted, not glued

Whether the knife has a stainless steel blade or not, I don't want a knife with a stainless steel blade because it doesn't hold an edge, you can't get it sharp

Whether the knife is serrated or not

With this instrument it's more about the quality than the price

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Brand

Brand / Brand name / Brand name credit (15)

Manufacturer brand name credit / Manufacturer reputation (2)

Brand I know and trust

Brand is the most important factor considering purchasing

Brand name reliability

Brand name, such as Buck I know from my own use how good they are

Case knives are my favorite. I have a buck knife I got when I was in the Navy. Large blade and very sharp; cuts just about anything; a case pocket knife is also one of my favorites. Very reliable

Good name brand

If it is a good brand

Name of company

PR brand

Quality of blade brand

Reliable manufacturer

Reputation of company

Swiss

Well known

Whether or not it is a Leatherman

YAA knives

Considerations (general)

Size (26)

Ease of operation/use (27)

Different types of tools / Many extra tool options / Many tools / Number of tools (16)

Good screwdrivers / Screwdriver(s) (16)

Safe / Safe to use / Safety / Safety features (13)

Good scissors / Scissors (12)

Pliers / Pliers' type function / Good pliers (12)

Ease of opening / Ease of opening and closing (11)

Function / Functionality (9)

Many purposes/uses / Variety of functions/uses (8)

Screwdriver with standard/flat/regular and Phillips / Phillips and flat blade/head screwdrivers (7)

Versatile / Versatility (7)

Weight (7)

All / All in one / All the possible applications / Everything (6)

Grip / Handle / Handle grip (6)

Lightweight (6)

Multiple tools / Multi-tool (6)

Corkscrew (5)

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Considerations (general) (continued)

File (5)
 Multi-function / Multi-functioning features (5)
 Portability / Portable (5)
 Shape (5)
 Use / Usefulness / Uses / What it's used for (5)
 Can opener (4)
 Comfort / Comfortable in use (4)
 Fit comfortably in my hand / Fit in my hand / Feels good in my hand (4)
 Good appearance/looks (4)
 Small / Small size / Small, compact (4)
 Style / Styling (4)
 Usability / User friendly (4)
 Bottle opener (3)
 Color (3)
 Compact / Compactness (3)
 How many different functions it can complete / How many functions (3)
 Length (3)
 Multi-blade / Multiple knives (3)
 Variety of knives attached / Various knife blades (3)
 Depends on the job I need it for / Depends on what use we are going to have (2)
 Easy access and tools / Easy to access (2)
 Easy to handle (2)
 Fit into a pocket comfortably / Fits in pocket (2)
 Functional tools / Functionality of tool (2)
 Good grip (2)
 Mini saw (2)
 More features the better / More functions the better (2)
 Storage / Storage ability (2)
 Tweezers (2)
 What features it has / What functions it has (2)
 A lot of options on knife
 Ability to be used deftly
 Ability to lock a function in place for use
 Ability to use for lots of things
 Alaka mana fote tei
 As a camper, I like to use a knife that carries all the tool you need for camping, such as a knife for cutting up your food for cooking, a saw to cut small trees for the campfire, and so on
 Assisted open
 At least a feature of a screw on the multi-tool
 Attractive

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Considerations (general) (continued)

Belt clip
 Big enough
 Bone or stag handles
 Bought a pocket knife for my nephew because he collects knives; the features it has are a pair of scissors, a corkscrew, a knife blade, a file, and a can opener on the end of it
 Can I use it
 Clippers
 Comfortable ergonomic handle (I have carpal tunnel)
 Comfortable grip so you can use it for a prolonged period of time
 Completeness
 Consumer ratings
 Contains essential tools and implements
 Convenience
 Convenient size
 Correct size and tools on a multi-tool
 Country of origin
 Couple of different bits
 Curiosity got the best of me. Bought it and very seldom use it. Would probably never buy another one
 Different combinations available to use for different tasks
 Different sizes of tools
 Different ways to use it
 Does it have a wide variety of utilities
 Don't want a saw
 Ease of carrying
 Ease of function
 Ease of response when opening
 Ease of use is paramount
 Ease of use with a deer
 Ease of using such a knife
 Easily accessible by clip
 Easy to conceal, travel with and carry
 Easy to open blades
 Easy to store
 Eating utensils
 Enough tools (scissors, different size of knives, pliers, and screwdriver) and be as compact as possible
 Equipped with the necessities that I may forget to look for
 Eye-appeal
 Features

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Considerations (general) (continued)

Features the necessary tool needed when away from home

Fit my needs

Folds

For multi tools, I would like to see as many of the common tools a person might need in an emergency situation

For my specific needs

For the multi-tool, needs to have the tools I see I might need to repair something

Friends

Functions such as cutting, filing, screw driver

Good tools to work with

Grip construction

Hammer

Handle material

Handle texture

Has a gutting hook

Has a little of everything

Has flint to start fires

Having a sturdy locking mechanism

Hinges have to be sturdy, yet easy to open

How easy is it to use

How easy it is to pull each implement out of the handle

How easy it will be for me to use it

How effective it is

How it is best for certain meats and foods

How it is used

How small it can fold up

How useful in multi applications

How useful it is to me

How useful it will be when camping, fishing, or hiking

Husband is a fireman; we purchase the knives because he uses them at work for MVA; use them to cut seatbelts and sometimes clothes off victims

I hunt and spend a lot of time in the woods. I have several knives. I like to have a way to saw wood, open cans, cut meat, and repair things

I like screwdrivers and knives on my multi-tool; at least Phillips and flat head screwdriver heads and two different sized knives. I like it to be 4" in length, or slightly smaller with a leather pouch to hang on my belt; like it made of stainless steel, and made to last

I purchased the multi-tool for a trip to Costa Rica

I want a multi-purpose tool that will be helpful for use on my bicycle

I want it to have a screwdriver, bottle opener and sharp blade

I'd like to be able to choose color

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Considerations (general) (continued)

If it cuts well, has a good handle to hold, not too big or too small

If it works at cutting up fish

If that knife or tool will meet the minimum requirements for what I perform on a daily basis, and also how durable the knife or tool is and if it can hold up to the conditions I put it through

If the tool locks in place, so as not to hurt little people using it

Important it has a variety of tools on it

Interchangeable blades

Is it going to get done all the things I need?

Is it useful and what I need

Job at hand

Know ways it can be used and the usability

Large and small knife

Last multi-tool knife I bought was a gift. I was looking for a compact multi-tool that would include a knife, screwdrivers, and other tools for camping and outdoor activities

Leather sheath

Like to have tools of various uses

Look for something I really like and can use

Make, model and function

Many different features that would help with camping

Multi tools on it, one tool does seven jobs; handy to use in place of regular tools

Multiple screwdrivers

Multi-purpose capabilities and the effectiveness

Multi-tool ease of use, does it open and close easily, do the tools stay locked open for safety reasons, and are the tools tough enough to actually do the job? Does it have tools I really need? For a knife, is the knife sharp and will it hold its edge? Is the handle attached securely to the blade

Multi-tool functionality

Multi-tool has taken off as an easy-to-carry toolbox

Multi-tool must have a variety of uses

Multi-tool needs to have the specific tools I am looking for

Multi-tool then it needs to be easy & simple to replace/remove blades. Blades must not slip inside of knife

Multitude of features, so I can use it in many situations

Must be of locking type

Must be useful

Must be versatile, usable for more than one purpose

Must feel sturdy when held

Need to be easy access

Need to have, especially for my job

Needle-nose pliers

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Considerations (general) (continued)

Needs a knife and pliers, scissors are nice too

Non fold

Not too bulky

Not too small not too big

Number of tools, and usage for them

On a multi-tool I would like to see better access to the screwdriver and the addition of a flat-headed screw driver.

Only if I need it

Openers

Opens and closes without it being hard to close

Other functions like screwdriver, pick, etc

Outdoors use camping

Overall functionality of the tool

Particular knives

Particular parts of the multi-tool as in types of screwdrivers it has, etc

Philips head and regular screwdriver and more

Physical appearance

Practicality

Prefer a lock back knife

Purpose of the multi-tool device is very important for what I plan to use it for such as a fishing accessory. I look at the brand and then the price to judge the usefulness of the utensil

Real important because I eat fish and wildlife

Reason for knife

Ridges

Safety issues, recall

Saw knife

Screwdriver with both regular and Phillips head, and bolt head

Select and lock tool for use

Serviceability

Sheath

Should be very sturdy but as lightweight as possible

Should fold up and not have devices poking out

Should have a flat head and Phillips head screwdriver, at least 2 different knife blades, can opener, tweezers, scissors, small saw blade, lighter or place to store matches

Size of the knife to make sure it is portable

Small so I can store and transform it easily

Some have a fork, spoon, knife that come with it

Some sort of protection lock or something like that

Specific tools available in the multi-tool for the application I have and variety of tools available in a compact tool

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Considerations (general) (continued)

Standard long and short blade

Strong pliers

Takes care of all my needs

Taking it somewhere easily

That it is what my husband wants

Tool types

Tools are easily acceptable

Tools needed to do the job

Type of screwdriver

Type of sheath

Type of tools

Type of utility functions the product has

Uniqueness

Use of the knife

Use of tool and different ways to use it

Useful tool would have a variety of screwdriver types and sizes, pliers, an adjustable wrench, and one or two knife blades

Utensils on the knife

Various application of its usage

Various functions in one tool small enough to keep in car

Various screwdrivers

What functions are available

What job the knife is going to be used for

What we actually need it for

Where it is available

Whether or not it has a carrying case

Which multi-tool comes with all I will use and not what I won't

Will I actually need it in the future

Wire cutters

Works for the job at hand

Works well and tight

Q1. This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other informational sources.

What features, factors, or considerations are most important to you when considering whether to purchase a particular knife or multi-tool? (Continued)

Cost/Price

Price (31)

Cost (10)

Inexpensive (2)

Competitive price

Cost of attachments

Expense

Good price

How expensive it is

Not sure it's on the price

Original cost and replacement costs of blades are most important

Priced within reason

Reasonably priced

Sale item

Guarantee / Warranty

Warranty (4)

Guarantee (2)

Does what it says / Can do the job (2)

Lifetime warranty

What kind of warranty it has

Don't know / Nothing

No / None / Nothing (12)

Don't know / No idea / Not sure (11)

Q2. As you may know, many knives and multi-tools are made from stainless steel. Stainless steel is generally categorized by type or rating. What terms are you familiar with that characterize types or ratings of stainless steel?

Specific reference to relevant ratings

440
 440
 440 - Won't rust 400
 440 stainless
 440 stainless, German steel
 440, 18/8
 770, 440
 Rockwell hardness
 Hi-carbon SS, nickel SS, Rockwell tested
 Sheffield steel and 440 steel are the two I look for
 Grade 440 stainless

Miscellaneous

Hard / Hardened / Hardness (6)
 Does not rust / Won't rust (5)
 Austenitic steel (2)
 Surgical / Surgical stainless (2)
 Swiss / Swiss army knives (2)
 0108, surgical
 10
 100% the best
 2b, grained
 300 series austenitic stainless and 400 series ferritic stainless - both types (in the proper alloy and heat treatment) are capable of ver. 100,000 psi tensile strength and holding an edge
 304
 404
 A lot
 Ability to clean, strength
 All I know gauge
 Architectural steel, knife metal
 As, carbon steel, Damascus steel, at 100
 Best possible
 Blue
 Brand and sharpness
 Carbide
 Case-hardened, brushed
 Cheap and/or fine
 Cheap but easy to break and rust
 Cold rolled, heat treated
 Corrosion resistance
 Didn't know there were ratings of stainless steel. I would look for something rated as genuine stainless steel
 Different grads like low carbon

Q2. As you may know, many knives and multi-tools are made from stainless steel. Stainless steel is generally categorized by type or rating. What terms are you familiar with that characterize types or ratings of stainless steel? (Continued)

Miscellaneous (continued)

Don't know all the types some have nickel

Durability, rustproof, chipping, sharpness

Durable, sharp, and unbreakable

Ease of operation long operational life

Everything

Fineness

Forged

Gages of stainless lower numbers to higher for thickness; polished brushed and mirror finish

Galvanized

Gauge

Good material, sturdy strong long lasting

Grade

Grades of stainless

Grades, series

Great ratings

High carbon

High ratings for stainless steel

I am not familiar with different types of stainless steel. I do know that it keeps the tool or knife from rusting I would continue to use stainless steel

I am not that familiar with the ratings of stainless steel. I just know when I handle something made of stainless steel how sturdy it is

I know on a lot of knives there are words printed, which are stainless steel

I look at the shine

I look to see if it's rust resistant

I prefer stainless steel because nothing I own that is stainless steel rusts. It is also fairly sturdy.

I recognize 18/10 as reasonable quality

I'm not sure I buy forged steel

I'm familiar with the Rockwell scale

Inoxidable stainless steel does not stain, corrode, or rust as easily as ordinary steel, but it is not stain-proof

It won't rust

It's always labeled stainless steel. Nice non-rust shiny blade. The blades get dull fast though

It's very strong and the ratings are very high! I like stainless steel and that's what I prefer to use, it's the best

Its strength and durability

Just stainless

Kitchen knives pots and pans, spoons and forks, saw blades drill bits

Knives, some tools

Know but in a knife I'd rather have high carbon steel

Letters and numbers which indicate grade of steel

Light medium hard

Little

Metal

Q2. As you may know, many knives and multi-tools are made from stainless steel. Stainless steel is generally categorized by type or rating. What terms are you familiar with that characterize types or ratings of stainless steel? (Continued)

Miscellaneous (continued)

Most

Multi tools

My recollection it is the hardness of the steel that is rated the higher the rating the harder it is

Not easily broken

Not familiar other than there are different grades

Not familiar with rating system, other than that there are SAE rating for steel grades and that there are different ratings depending on carbon and alloy content

Not many; is used by most companies as a sales tool; buy name brands with a good reputation and you can't go wrong

Not much other than it is very durable and last a long time if taken care of

Not very familiar just know if it is stainless steel it is good.

Number

Only stainless steel and surgical steel

Only through the name brand of the knives

Pare knife

Percentage of carbon

Rated by hardness

Razor sharp, heavy duty, single ply

Rust proof, strong, weight

SAE grade

Shaft, blade, shank

Sharp

Sharp knives for gutting fish or cutting rope or fish line and it has to be very strong and the knife to cut sharp and quickly

Some what

Something about

Stainless

Stainless steel any brand

Stainless steel doesn't rust last longer

Stainless steel has been told to me that it is the best

Stainless steel is good it stays nice

Stainless steel is worthless for a knife blade

Standard stainless and surgical steel

Stay sharp

Stoves, refrigerator, microwaves, forks spoons, knives, and sinks

Strong, don't rust easily, light weight

Sturdy

Surgery grade, 1810

Tempered and polished

Tempered steel

Tempering which toughens the blade, which determines the degree of toughens such as coloration. Red-brown has a higher degree of temper than steel heated to a straw color.

The 300 series ratings based on the hardness.

Q2. As you may know, many knives and multi-tools are made from stainless steel. Stainless steel is generally categorized by type or rating. What terms are you familiar with that characterize types or ratings of stainless steel? (Continued)

Miscellaneous (continued)

There are many, I know of about 10

Thickness

Thickness and length, if it too long I don't want it

Titanium, surgical

Tungsten

Types of stainless are ferritic and precipitation hardenings

Uncertain

US stainless steel is the best

Very important because some steel are of better quality then the others

Vg 10, ZDP 189

Weight

Weight, grade, looks, pricy

Weight, plating,

When it comes to stainless steel I usually characterize the type with pots and pans

Who makes it has to do with how well it keeps it appearance

Don't know / Unfamiliar / None

No / No knowledge / No idea / None / Nothing (144)

Do not know / Not sure / Unknown / Unfamiliar (84)

Na (11)

Didn't know there were different types and/or ratings of stainless steel

Don't know the ratings. I would probably research it on line before I purchased the item. It depends on the uses of the item

Don't understand ratings

Don't remember

Husband would know

I don't know any ratings other than just stainless steel

Multi-tool I bought was a plastic credit card size, one for emergency use

Nope that's what I prefer

Not sure other than stainless steel

Not too familiar with types, solid, plated

Not too many, but I know there are many types

Not up on ratings

Sorry to say I do not know the rating and category; would not interest me. How it works and how many parts to it is more important to me

Unfamiliar with steel temperance levels and ratings



APPENDIX: QUESTIONNAIRE



Have you purchased either a sport/outdoor knife or multi-purpose tool, also known as a multi-tool, in the past two years?

Select one

[r1] Yes ☐

[r2] No ^{TERM} ☐

[S2]

How likely are you to purchase either a sport/outdoor knife or multi-purpose tool, also known as a multi-tool, in the next twelve months?

Select one

[r1] Very likely ☐

[r2] Somewhat likely ☐

[r3] Not likely ^{TERMINATE IF NO TO S1} ☐

[S3]

Do you or anyone in your household work in the knife or multi-tool industry, the metallurgical industry, or in market research, graphic design or marketing?

Select one

[r1] Yes ^{TERM} ☐

[r2] No ☐

[Intro]

This research is intended to test your current knowledge regarding knives and multi-tools. As such, it is very important that you answer these questions to the best of your knowledge and without accessing or using other information sources.

[Q1]

What features, factors or considerations are most important to you when considering whether to purchase a particular knife or multi-tool?

Please be as specific as possible



[Q2]

As you may know, many knives and multi-tools are made from stainless steel. Stainless steel is generally categorized by type or rating. What terms are you familiar with that characterize types or ratings of stainless steel?

Please be as specific as possible



Please indicate your familiarity with the following types or ratings of stainless steel:

Q3]

"440C stainless steel"

Select one[r1] Familiar with this type of stainless steel ☐[r2] Somewhat familiar with this type of stainless steel ☐[r3] Not familiar with this type of stainless steel ☐

[Q4]

"420 stainless steel"**Select one**[r1] Familiar with this type of stainless steel ☐[r2] Somewhat familiar with this type of stainless steel ☐[r3] Not familiar with this type of stainless steel ☐

[Q5]

"190X stainless steel"**Select one**[r1] Familiar with this type of stainless steel ☐[r2] Somewhat familiar with this type of stainless steel ☐[r3] Not familiar with this type of stainless steel ☐

[Q6]

In general, would you say that the particular type or rating of stainless steel used in a knife or multi-tool:**Select one**[r1] Greatly influences your purchasing decision to purchase the particular knife or multi-tool ☐[r2] Has little to no influence over your decision (i.e., other factors such as price, brand name, or other features would have more influence on your purchasing decision) ☐[r3] Don't Know or am Not Sure of the influence ☐

Q78910]

On a 1-5 scale, where "5" means "Very important" and "1" means "not at all important," please rate the importance of the following factors in connection with your prospective purchase of a knife or multi-tool. If you are not familiar with these terms, please answer as such.

Select one

	Very important			Not at all important		Don't Know/Not Familiar
	[5] 5	[4] 4	[3] 3	[2] 2	[1] 1	[c6] 6
[Q7] That the product is made from 420 stainless steel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Q8] That the product is made from 440C stainless steel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Q9] That the product is made from 440B stainless steel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[Q10] That the product is made from 190X stainless steel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Q11]

If one knife or multi-tool was made from 440B stainless steel and another was made from 440C stainless steel, what impact would that have on your decision to purchase one product over the other?

Select one

[r1] Don't Know or Not Sure whether it would have an influence or not	<input type="radio"/>
[r2] More likely to purchase the 440B product	<input type="radio"/>
[r3] More likely to purchase the 440C product	<input type="radio"/>
[r4] It would have little to no influence over your purchasing decision (i.e., other factors such as price, manufacturer, etc. would more greatly influence your purchasing decision)	<input type="radio"/>

[Q12]

If one knife or multi-tool was made from 420 stainless steel and another was made from 440C stainless steel, what impact would that have on your decision to purchase one product over the other?

Select one

- [r1] Don't Know or Not Sure whether it would have an influence or not ☐
- [r2] More likely to purchase the 420 product ☐
- [r3] More likely to purchase the 440C product ☐
- [r4] It would have little to no influence over your purchasing decision (i.e., other factors such as price, manufacturer, etc. would more greatly influence your purchasing decision) ☐
-

[Q13]

As you may know, the hardness of materials (including the steel in stainless steel knives and multi-tools) are tested and analyzed pursuant to hardness scales. Are you aware of or have you heard of the Rockwell C scale (abbreviated as "HRC" or "RC") used for measuring hardness?

Select one

- [r1] Familiar with the Rockwell C scale ☐
- [r2] Somewhat familiar with the Rockwell C scale ☐
- [r3] Not familiar with the Rockwell C scale ☐
-

[Q14]

Would you say that a knife's hardness value as measured on the Rockwell C scale (abbreviated as "HRC" or "RC")

Select one

- [r1] Don't Know or are Not Sure whether it would have an influence or not ☐

- [r2] Greatly influences your purchasing decision to purchase the particular knife or multi-tool ☐
- [r3] Has little to no influence over your decision (i.e., other factors such as price, brand name, or other features. would have more influence on your purchasing decision) ☐
-

[Q1516]

On a 1-5 scale, where "5" means "very important" and "1" means "not at all important," please rate the importance of the following factors in connection with your prospective purchase of a knife or multi-tool. If you are not familiar with these terms, please answer as such.

Select one

Very important		Not at all important		Don't Know/Not Familiar	
[5]	[4]	[3]	[2]	[1]	[0]
5	4	3	2	1	6

[Q15] That the knife blade has a hardness value of between 57 to 59 measured in Rockwell C (abbreviated as "HRC" or "RC") ☐

[Q16] That the knife blade has hardness value of between 8 to 11 measured in Rockwell C (abbreviated as "HRC" or "RC") ☐

[Q17]

If the blade of one knife had a hardness value of between 8 to 11 measured on the Rockwell C scale (abbreviated as "HRC" or "RC") and another had a hardness value of between 57 to 59 measured on that same scale, what impact would that have on your decision to purchase one knife over another?

Select one

- [r1] Don't Know or are Not Sure whether it would have an influence or not ☐
- [r2] More likely to purchase the knife with a hardness value of between 8 to 11 HRC ☐
- [r3] More likely to purchase the knife with a hardness value of between 57 to 59 HRC ☐
- [r4] It would have little to no influence over your purchasing decision (i.e., other factors such as price, manufacturer, etc. would more greatly influence your purchasing decision) ☐
-

[Q18]

Please record your gender.

Select one

[r1] Male ☐

[r2] Female ☐

[Q19]

Please record your age

Please enter whole number

[Q20]

Please record your state

[final]

Those are all the questions we have, thank you for your opinions.

Finish